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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## Amendment/Response Transmittal

In re application of: Joachim Hagmeier, et al  
Serial No.: 10/068,369  
Filed: February 6, 2002  
For: A Method, Computer System and Computer Program Product for Processing Customer Loyalty Data  
Group Art Unit: 3622  
Examiner: John L. Young

Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

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Sir:

Transmitted herewith for filing is an Amendment/Response in the above-identified Application.

☒ No additional fee is required.

☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 09-0461. A duplicate copy of this sheet is enclosed.

☒ Any additional filing fees required under 37 C.F.R. §1.16.

☒ Any patent application processing fees under 37 C.F.R. §1.17.

Date: March 28, 2005

Respectfully submitted,

CERTIFICATE OF FACSIMILE  
TRANSMISSION

I hereby certify that I am submitting the above-identified correspondence via facsimile transmission to phone #703-872-9306 to the Commissioner for Patents, PO Box 1450, Alexandria VA 22313-1450.

10 pages total

Dianne Lane

Dianne Lane  
Name of person submitting fax

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By Gerald R. Woods  
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**PATENT**  
**IBM Docket No. DE9-2000-0047US1**

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**In the United States Patent and Trademark Office**

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**Date:** March 28, 2005

**In re Application of:** Joachim Hagmeier et al

**Filed:** February 6, 2002

**For:** A Method, Computer System and Computer Program Product for  
Processing Customer Loyalty Data

**Serial Number:** 10/068,369

**Art Unit:** 3622

**Examiner:** Young, John L.

**Request for Reconsideration**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is a response to an Office action mailed January 4, 2005. The response is being filed within the shortened statutory period for reply set in the action.

No changes have been made in the specification.

The Office action identifies the drawings as informal. It was Applicants' intent that the drawings originally submitted with the application be considered formal drawings. If the Office feels that the drawings fail to comply with requirements for formal drawings, it would be appreciated if the Office could supply a list of specific objections so that Applicant may provide compliant drawings.

10/068,369 (DE9-2000-0047US1)

- 1 -

**PATENT**  
**IBM Docket No. DE9-2000-0047US1**

No changes have been made in the claims as the original claims clearly distinguish over the art of record for reasons which will be discussed in the Remarks section of this paper. For the Examiner's convenience, a complete listing of the original claims follows.